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Kodak frames Live Aid video

By SUSAN SPILLMAN

Eastman Kodak Co., Rochester, N.Y., is drumming up more support for last month's Live Aid benefit concert by sponsoring a music video, featuring rock stars Mick Jagger and David Bowie. The video will be shown in 5,000 movie theaters starting Aug. 23 and running through September.

The three-minute video, filmed on the streets of London, stars Bowie and Jagger singing "Dancing in the Streets." The video was shown on the DiamondVision screen during the July 13 Live Aid Concert in Philadelphia's J.F.K. Stadium and aired on the telecast.

The concert already has raised more than $75 million for the starving in Africa.

"Dancing in the Streets" will appear before numerous summer hit films, including "Back to the Future," "Fright Night" and "Mad Max Beyond Thunderdome." The video closes with a call to action by viewers and an 800 phone number to call for making contributions.

Kodak, which already donated about $850,000 to the benefit, would not say how much the video cost to produce. But the marketer of film and cameras will get appropriate credit. As a lead-in to the video, movie-goers will see 30 seconds of "memorable" still photos that Kodak photographers took at the concert.

Over these an announcer says: "Once in a great while an event of such significance comes along that not to remember would be unthinkable. Live Aid was that event...Kodak shares that commitment to remembering. That's why Kodak captured the concert on film."

Kodak's sponsorship of the video was handled by West Nally, a New York event-marketing company.

The 30-second Kodak-tagged lead-in was created by J. Walter Thompson USA, New York.

In addition to raising money for a worthy cause, Kodak concedes the video will benefit another worthy cause—sales of its own products.

"The movie-going audience is a terrific one for our products, particularly film," said Roger Morrison, Kodak's director of media and communications policy. "Movies reach a lot of young people, such as college kids, and we want these viewers to think of Kodak for all of their picture-taking needs."